

# Evaluation results: Testing messengers to collect resident feedback about City Hall to Go

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Results from an outreach trial conducted by the Behavioral Insights Team and the City of San Antonio

*Updated: June 24, 2021*



*This work was supported by Bloomberg Philanthropies as part of the What Works Cities Initiative*



# Executive summary

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- As part of San Antonio's progress towards building evaluation capacity, we evaluated the effectiveness of two email messengers—City vs. San Antonio Food Bank—to encourage residents to share feedback about City Hall to Go.
  - The City wanted to learn which messenger drives higher engagement with emails and surveys, so that it can incorporate resident feedback in City Hall to Go's design, especially for residents in most need.
- **The email from the City was significantly more effective** at engaging recipients on each of our outcomes: email open rates, survey link click throughs, and survey response rates.
  - Residents who received the City's email were **36% more likely to open it, twice as likely to click through, and twice as likely to complete the survey** than those receiving the Food Bank's email.
- Results within subgroups (gender, race, ethnicity, age) mirror the overall results except for Spanish-speaking residents.
  - Both email senders performed equally among Spanish-speaking residents. While email open rates were much lower (overall, 28% Spanish vs. 40% English), survey response rates were similar.
- **Recommendation:** The City should use its brand to email residents about "City Hall to Go".
  - Also consider outreach through community-based organizations with connections to hard-to-reach populations (e.g. low digital connectedness, elderly, Spanish-speaking residents) and other channels.

# Background & Context

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# BIT works with cities to help improve outcomes for residents



- We've worked with **55 U.S. cities** (and counting) to launch **over 100 evaluations**.
- We help our clients to:
  - **Apply learnings** from behavioral science;
  - **Design interventions** that tackle their challenges;
  - **Evaluate** the results.





# Our work with the City of San Antonio

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- San Antonio is planning a “City Hall To Go” pilot to bring municipal services closer to residents. The City wanted to better understand resident needs via survey, especially those in the greatest need.
- The City and the Behavioral Insights Team (BIT) conducted a Randomized Controlled Trial to learn which types of messengers drive engagement with City emails and surveys.
  - Knowing which messengers work best will help the City engage more residents in the design of “City Hall to Go” to ensure it serves those who need it most.
  - We also explored the effectiveness of asking community members to gather feedback from less digitally-connected residents
- On April 15, 2021, the City sent 39,421 residents an email from one of two messengers—the City or the San Antonio Food Bank—to ask them to share feedback about City Hall to Go in a survey.
- This deck provides (1) **Methods**, (2) **Results**, (3) **Recommendations**, and (4) **Appendix**.





# BIT's TESTS framework guided project approach

September 2020 - March 2021

April - June 2021

June 2021 →



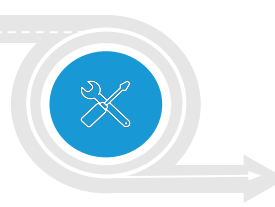
## Target

- Define the behavioral problem
- Identify SMART outcomes



## Explore

- Research the behavioral context and barriers



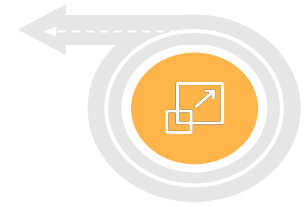
## Solution

- Draw on behavioral science to design the intervention(s)



## Trial

- Plan trial
- Launch trial
- Analyze results



## Scale

- Implement intervention and learnings more broadly

- Weekly project meetings with BIT and Innovation team to identify focus for evaluation

- 45 minute interviews with 8 city departments
- Attended virtual R&D league conference

- Partnered with Food Bank
- Drafted and designed email
- Developed City Hall to Go survey

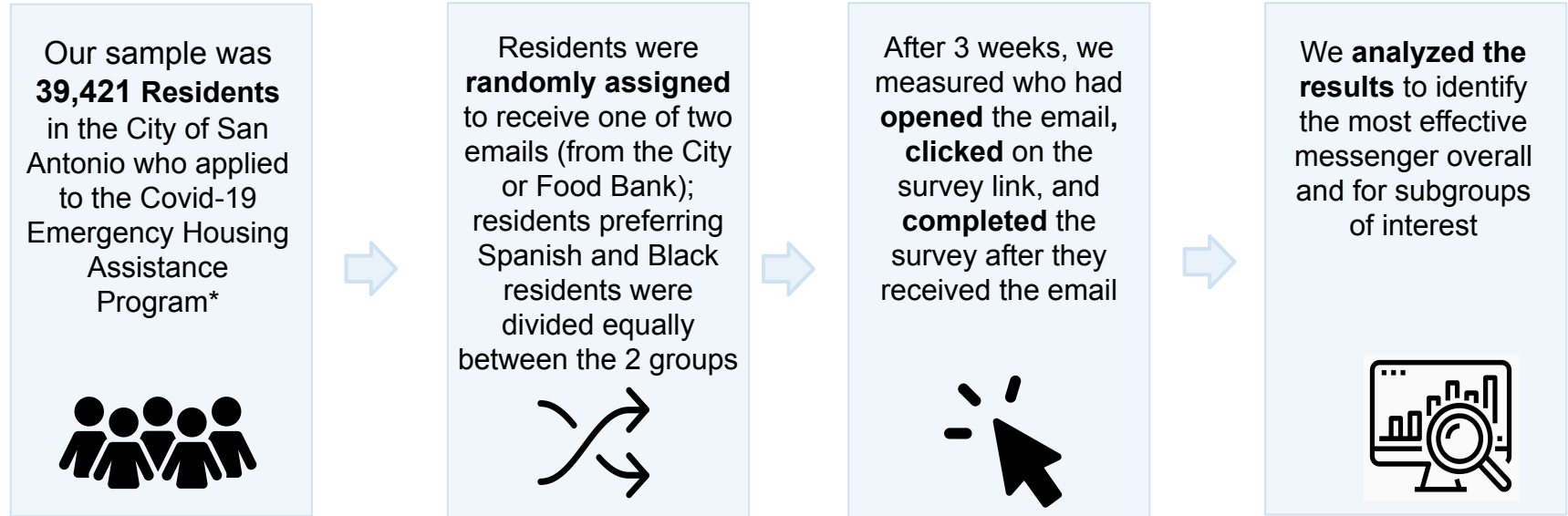
- Cleaned contact information in EHAP
- Wrote trial protocol (pre-analysis plan)
- Analyzed data
- Drafted results deck

# Methods

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# Overview of our approach



\*Our sample included residents who applied to the Covid-19 Emergency Housing Assistance Program (EHAP) by March 19th, 2021.



# Recipients received the same email, except for the sender name and organization logo



From: **City of San Antonio** <[innovation@sanantonio.gov](mailto:innovation@sanantonio.gov)>  
Date: Thurs, Apr 15, 2021 at 10:09 AM  
Subject: How can our City better serve your needs?



Dear << Test First Name >>,

**You have been selected to tell the City of San Antonio how it can better serve you and your community!** The City is creating a new program to make it easier to access important city services. Have your voice heard and let us know how we can better provide services like job training, housing assistance, and healthcare to you and your fellow residents.

1. **Take a 5-minute, confidential survey** to tell us how you want the City to serve you and your community.

[Take the survey](#)

From: **San Antonio Food Bank** <[innovation@sanantonio.gov](mailto:innovation@sanantonio.gov)>  
Date: Thurs, Apr 15, 2021 at 10:09 AM  
Subject: How can our City better serve your needs?



Dear << Test First Name >>,

**You have been selected to tell the City of San Antonio how it can better serve you and your community!** The City is creating a new program to make it easier to access important city services. Have your voice heard and let us know how we can better provide services like job training, housing assistance, and healthcare to you and your fellow residents.

1. **Take a 5-minute, confidential survey** to tell us how you want the City to serve you and your community.

[Take the survey](#)

# Residents with Spanish as preferred language received Spanish language versions



From: **La Ciudad de San Antonio** <[innovation@sanantonio.gov](mailto:innovation@sanantonio.gov)>

Date: Thurs, Apr 15, 2021 at 10:09 AM

Subject: ¿Cómo puede la ciudad de San Antonio responder mejor a sus necesidades?



Estimado << Test First Name >>,

**Ha sido seleccionado para informar a la ciudad de San Antonio cómo puede mejorar sus servicios para usted y su comunidad.** La Ciudad está elaborando un nuevo programa para facilitar el acceso a importantes servicios de la ciudad. Hágase oír y díganos cómo podemos mejorar la prestación de servicios como capacitación laboral, asistencia para la vivienda y atención médica para usted y otros residentes.

1. **Complete una encuesta confidencial de 5 minutos** para decirnos cómo quiere que la ciudad le preste servicios a usted y a su comunidad.

**Responda la encuesta**

From: **Banco de Alimentos de San Antonio** <[innovation@sanantonio.gov](mailto:innovation@sanantonio.gov)>

Date: Thurs, Apr 15, 2021 at 10:09 AM

Subject: ¿Cómo puede la ciudad de San Antonio responder mejor a sus necesidades?



Estimado << Test First Name >>,

**Ha sido seleccionado para informar a la ciudad de San Antonio cómo puede mejorar sus servicios para usted y su comunidad.** La Ciudad está elaborando un nuevo programa para facilitar el acceso a importantes servicios de la ciudad. Hágase oír y díganos cómo podemos mejorar la prestación de servicios como capacitación laboral, asistencia para la vivienda y atención médica para usted y otros residentes.

1. **Complete una encuesta confidencial de 5 minutos** para decirnos cómo quiere que la ciudad le preste servicios a usted y a su comunidad.

**Responda la encuesta**

# Residents were asked to complete a 5-minute survey (in English or Spanish)



## English survey

### City Hall to Go Survey

How can the City of San Antonio best serve you?

**We want to learn more about how we at the City of San Antonio can better deliver services to meet our residents' needs.**

The City of San Antonio is exploring how to utilize a "City Hall to Go" mobile truck to bring services directly to residents at locations and times most convenient to you. The mobile unit would include City staff who can help you navigate to the services you need and could benefit from – they want to come to areas/events in your neighborhood that you will already be at, to make the experience convenient and painless for you. The feedback you provide here will help us make sure the City Hall to Go mobile unit is designed to meet your needs!

Your participation in this survey is confidential and will take 5 minutes.

By clicking "NEXT" below, you consent to share your confidential responses with the City of San Antonio and their partner, the Behavioral Insights Team.

Next

Powered by  
 **SurveyMonkey**  
See how easy it is to [create a survey](#).

## Spanish survey

### Encuesta de Palacio de Gobierno Móvil

¿Cómo puede mejorar sus servicios la ciudad de San Antonio?

**Queremos saber cómo podemos prestar mejores servicios en la ciudad de San Antonio, para satisfacer las necesidades de nuestros residentes.**

La ciudad de San Antonio está explorando cómo utilizar un camión "Palacio de Gobierno Móvil", para llevar los servicios directamente a los residentes en los lugares y horarios más convenientes para usted. La unidad móvil incluiría personal de la ciudad que puede asistirle para tener acceso a los servicios que necesita y de los que se podría beneficiar; La unidad móvil quieren ir a las áreas/eventos en su vecindario en los que ya se encuentre, para hacer la experiencia conveniente y sin complicaciones para usted. ¡Los comentarios que nos proporcione aquí nos ayudarán a asegurarnos de que la unidad Palacio de Gobierno Móvil esté diseñada para responder a sus necesidades!

Su participación en esta encuesta es confidencial y le tomará 5 minutos.

Al realizar esta encuesta, usted da su consentimiento para compartir sus respuestas confidenciales con la Ciudad de San Antonio y su socio, Behavioral Insights Team.

Next

Powered by  
 **SurveyMonkey**  
See how easy it is to [create a survey](#).

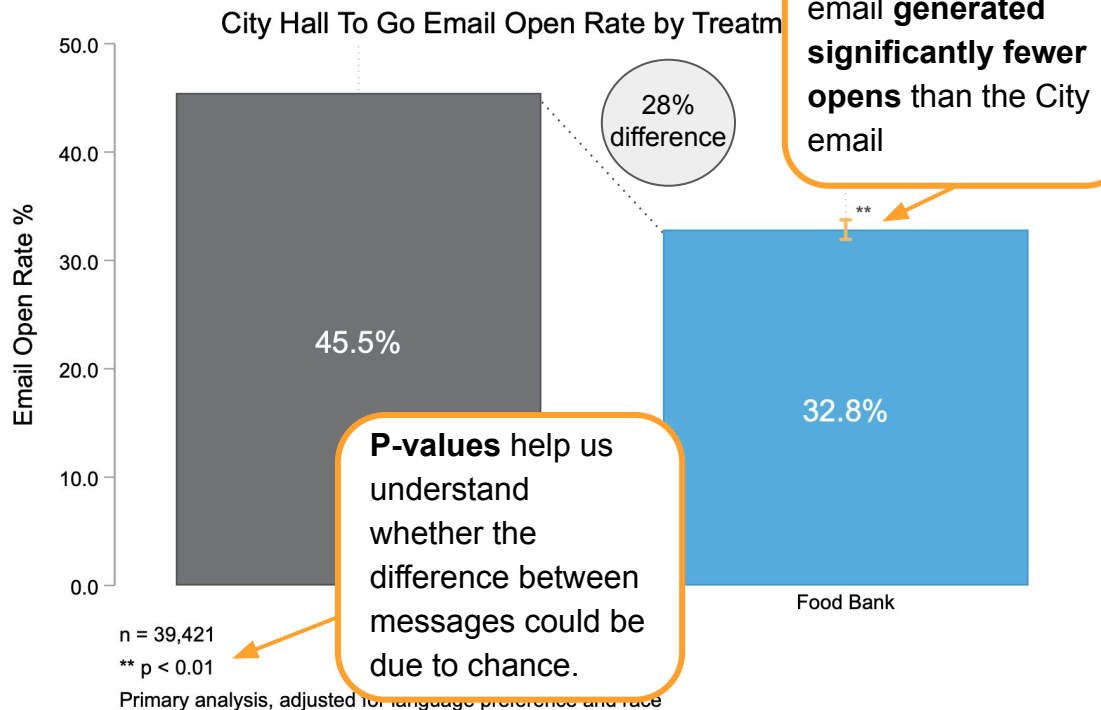


# Results: Overall

# Residents who received an email from the City were more likely to open it (vs. email from food bank)



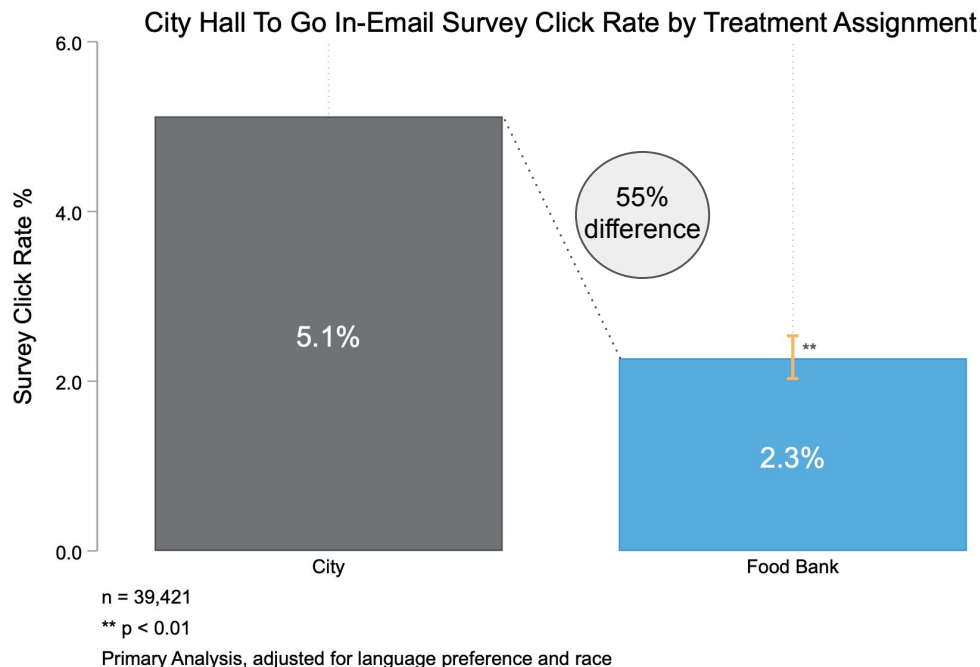
- Over **2,300 more residents** opened their email about City Hall to Go when it came from the City (45.5% v. 32.8%)
- The open rate is higher than similar BIT trials. This might be because:
  - Our sample, of residents who had applied for City services, were more likely than to engage with this message than the average resident
  - The subject line was particularly engaging to the sample
  - The contact list was up to date



# Residents were twice as likely to click-through to the survey when they received the City email



- Nearly **600 more residents** clicked on the survey about City Hall to Go from the City email (5.1% city v. 2.3% food bank)
- This **click-through rate is higher than the average** for government outreach on Mailchimp (3.0%)
- The difference in the click rates appears to be driven in part by:
  - **More residents opened the email from the City**
  - Even among recipients who opened the email in both groups, **residents who received the City email were more likely to click** on the survey link





# Behavioral science theory and evidence suggests several potential reasons the “City” email outperformed the “Food Bank” email

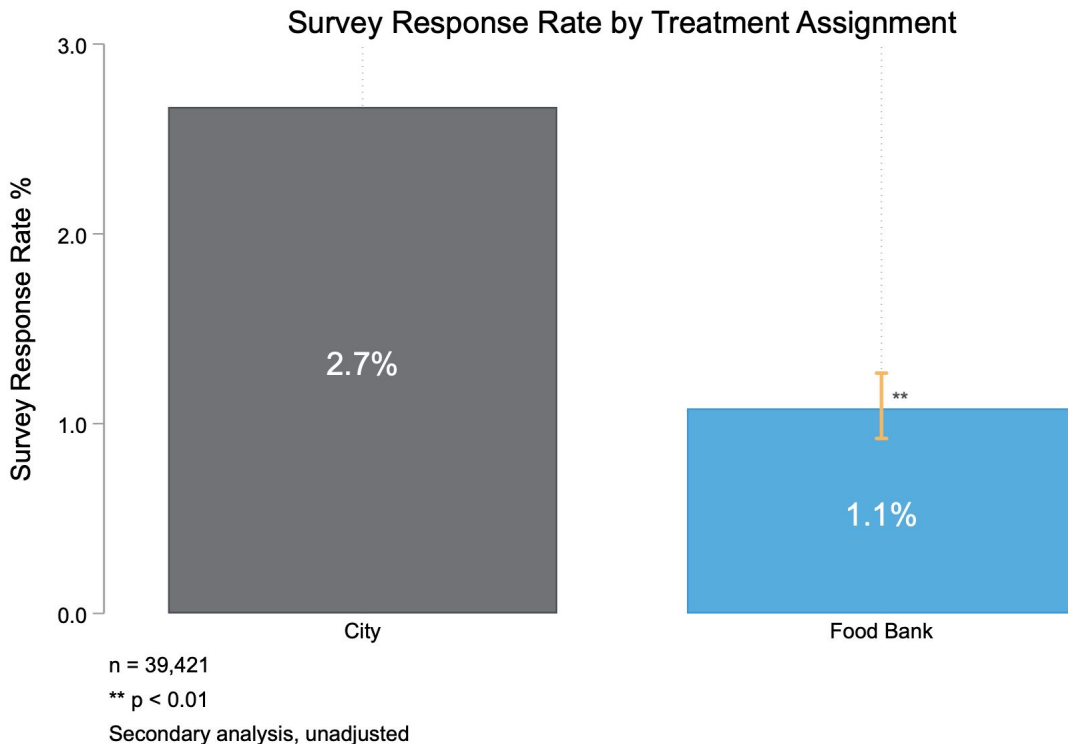


Messenger - message (mis)alignment	<ul style="list-style-type: none"><li>• We hypothesized that the Food Bank’s strong community ties could increase engagement, however, email recipients may not have understood why the Food Bank would be asking about City services.</li><li>• Residents might have thought the Food Bank would not be able to effect change with their responses.</li><li>• Our sample may have thought the City was following up on their application to EHAP.</li></ul>
Formality effect	<ul style="list-style-type: none"><li>• BIT has found that taking a more formal tone is more effective than a less formal one when a communication is unexpected, hard to verify, and does not require action.</li></ul>
Reciprocity	<ul style="list-style-type: none"><li>• We tend to help people who have helped us and recipients might have been inclined to comply with this request from the City because many of them had received financial assistance from the EHAP program.<ul style="list-style-type: none"><li>○ Among residents who had been approved, the difference between the City email and food bank email was largest.</li><li>○ Residents who had application rejected were least likely to open the email (regardless of sender).</li></ul></li></ul>
Email provider filters	<ul style="list-style-type: none"><li>• It is possible that email providers treated our emails differently based on the sender name and/or mismatch between sender name and sender email.<ul style="list-style-type: none"><li>○ For example, Gmail typically sends emails that might be asking for a donation or a coupon to a 'promotions' folder that is separate from the primary inbox.</li></ul></li></ul>

# The City email generated twice as many survey responses as the Food Bank email



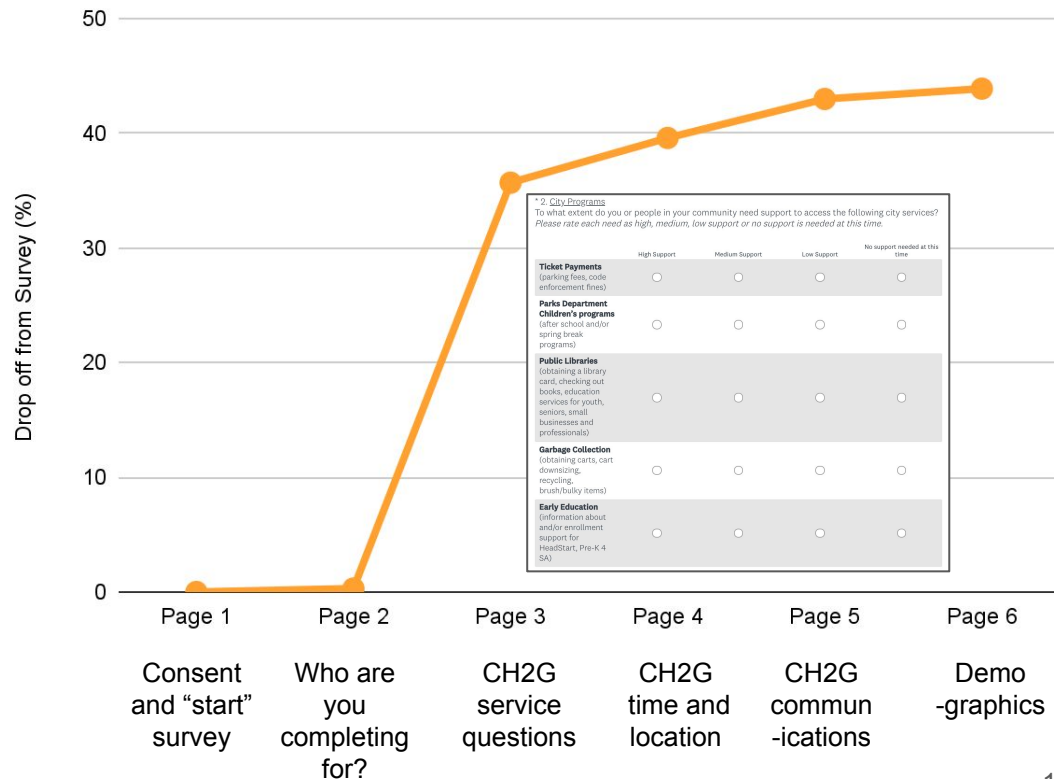
- We received a total of **739 survey responses (1.9% response rate)**.
- More people completed the survey when they received the City email, but **residents that started the survey persisted through it at similar rates (57% v 55%)**.
- This suggests that the **the difference in response rates between groups is driven by more residents opening the survey when they received the City's email**.



# Over 40% of people who accessed the survey did not complete it



- We lost potential respondents on each page of survey
  - **36% of respondents dropped out on the first page with questions about City Hall to Go**
- On average, people spent **5 minutes and 49 seconds** to complete the survey.
  - We told email recipients that the survey would take 5 minutes to complete.



# The survey reached few less-digitally connected residents

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- To encourage participation from harder-to-reach residents, we encouraged recipients in both emails to:
  - *“Give your less digitally-connected family, friends, and neighbors a voice by helping them complete the survey. Ask at least one person who did not receive this email (maybe they aren’t online at all!) and could benefit from improved City services to complete the survey with you.”*
- This call to action generated very few additional responses:
  - 7 (<1%) survey respondents indicated that they heard about the survey because “A family member or friend shared the survey with me”
  - 18 (2%) survey responses were completed on behalf of someone else

# Many residents were lost along the journey

## Overall sample (n=39,421)



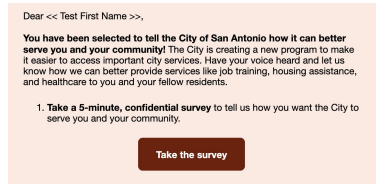
Received email



98.2%

38,713  
people

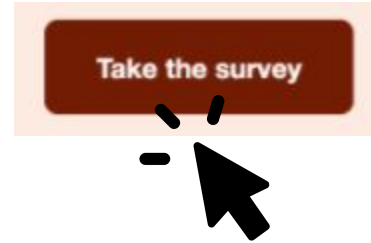
Opened email



39.2%

15,441  
people

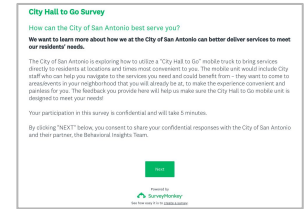
Clicked "Take Survey"



3.7%

1,457  
people

Completed survey



1.9%

739  
people

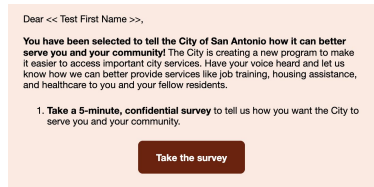
# Residents who received the City email were less likely to drop out at each step



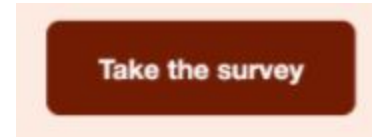
## Received email



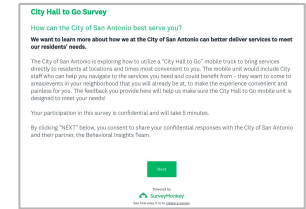
## Opened email



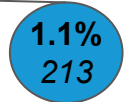
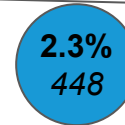
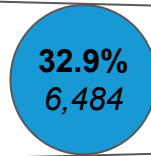
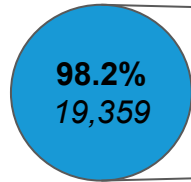
## Clicked "Take Survey"



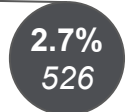
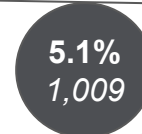
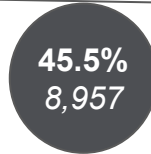
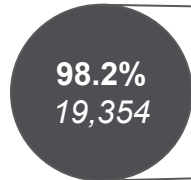
## Completed survey



Food  
Bank



City





# Results: Subgroup analyses

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# Summary of subgroup results

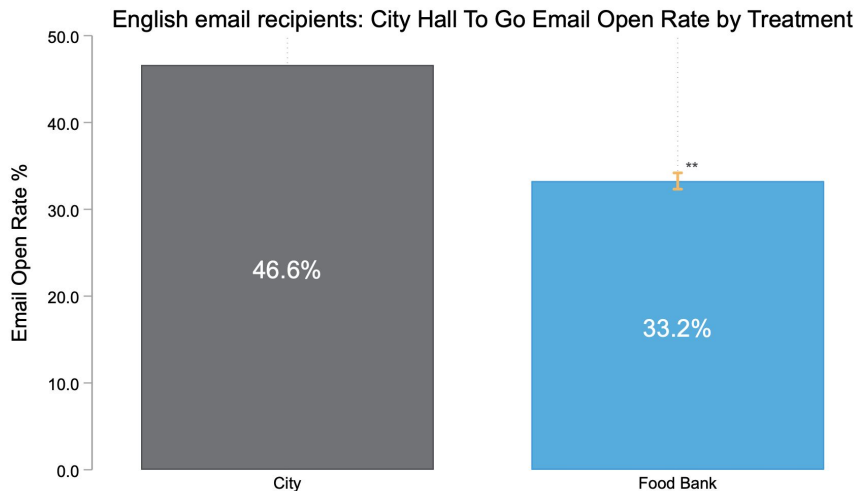
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- Results among most subgroups (race, ethnicity, gender) were similar to the results seen for the overall sample: **The email from the City was significantly more effective at engaging recipients** on each outcome (email open rates and survey link click throughs)
  - This was true among Blacks, Whites, Hispanics, non-Hispanics, males, and females
  - It was also true for residents of all age levels (18-24, 25-34, 35-54, 55+). Interestingly, click through rates to the survey varied by age demographic, 55+ residents had the highest rates.
  - Graphs depicting these results can be found in the Appendix
- However, for Spanish-speaking residents, there were different patterns
  - Among Spanish-preferring residents, both email senders performed equally well at encouraging email opens and clicking on the survey.
  - Email open rates were much lower among residents receiving the Spanish email (28% Spanish vs. 40% English), but survey response rates were similar.

# Outcomes for residents who preferred English mirror those for the overall sample



Open rates were higher among those who received email from the City

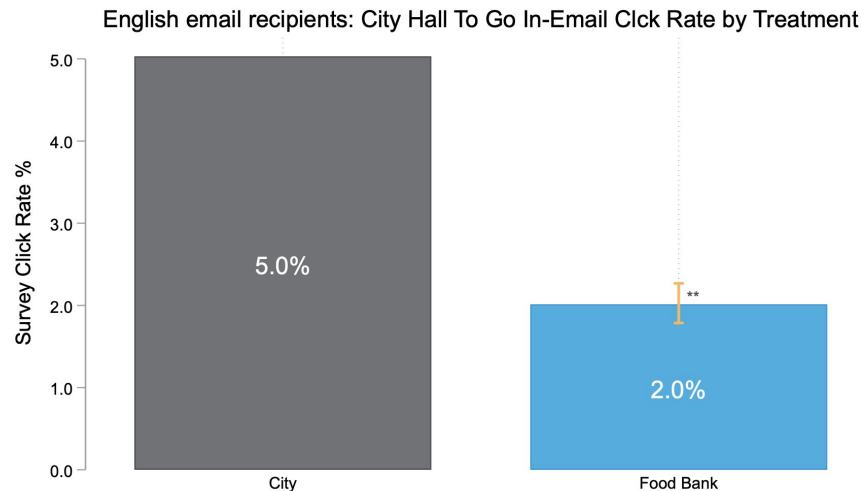


n = 36,939

\*\* p < 0.01

Exploratory Analysis, adjusted for race

Click through rates were higher among those who received email from the City



n = 36,939

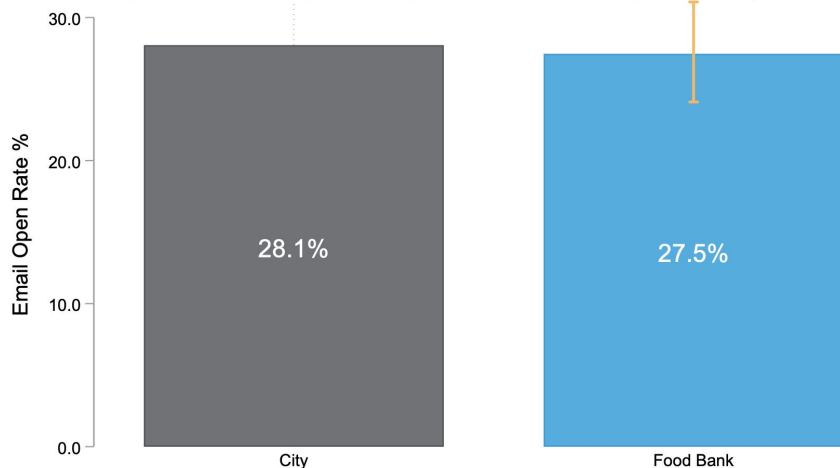
\*\* p < 0.01

Exploratory Analysis, adjusted for race

# There was no significant difference between the two messengers for residents preferring Spanish



Spanish email recipients: City Hall To Go Email Open Rate by Treatment

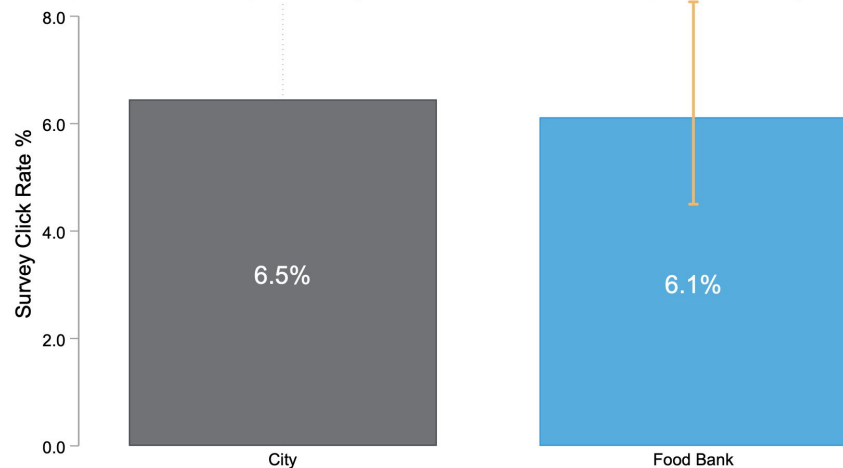


n = 2,482

\*\* p < 0.01

Exploratory Analysis, adjusted for race

Spanish email recipients: City Hall To Go In-Email Survey Click Rate by Treatment



n = 2,482

\*\* p < 0.01

Exploratory Analysis, adjusted for race

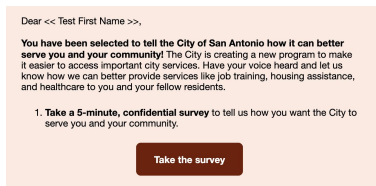
# Residents preferring Spanish opened the email less, clicked more, but responded at the same rate



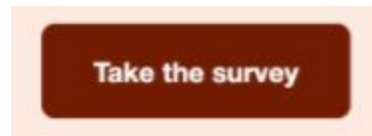
## Received email



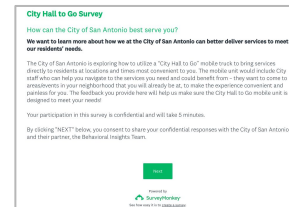
## Opened email



## Clicked "Take Survey"



## Completed survey



English

**98.3%**  
36,315

**39.9%**  
14,752

**3.5%**  
1,301

**1.9%**  
684

Spanish

**96.6%**  
2,398

**27.8%**  
689

**6.3%**  
156

**2.2%**  
55

Note: Once residents accessed the survey, residents preferring Spanish were more likely to drop off



# Recommendations

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# The City should use its brand when emailing residents about “City Hall to Go”

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- Across every outcome measure, the email from the City generated higher engagement than the email from the Food Bank. We expect this to translate in future City requests.
- For Spanish-speaking residents, the City email was as effective as the Food Bank email at generating engagement (opens, clickthroughs, and survey response rates).
- To determine what content to communicate to residents next and preferred communication channels (e.g. social media, text, email), City staff should review the survey data that respondents provided in this trial.

# Go beyond email (and snowball sampling) to engage with harder-to-reach groups

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- Our survey systematically excluded some residents in San Antonio that should be consulted about the design of City Hall to Go
  - Each resident in our sample had experience accessing at least one city service, EHAP.
  - We excluded residents who did not provide a valid email address in our sample.
- Spanish-speaking residents received and opened our emails at lower rates than English-speaking residents; however, they responded to survey at the same rate
- Even though we asked email recipients to help someone else complete the survey, our survey generated very few responses in this way

# Collaborate with community organizations with strong ties to hard-to-reach populations

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- Reaching individuals who have not already provided contact information to the City (e.g., because of applications to services) will likely require strategic partnerships with organizations like the San Antonio Food Bank.
- City staff and their community partners should reach out to residents through additional channels besides email and consider targeting based on the [Equity Atlas](#) or [SA Speak survey](#) results.
- Examples of potential outreach include:
  - Collecting survey responses in public spaces (e.g. farmers markets, parks, grocery stores).
  - Paper surveys or flyers with a QR code stationed in City-affiliated or partner buildings (e.g. senior centers, schools, community health clinics, etc.)
  - Canvas neighborhoods with lower access to broadband internet, high Spanish-speaking populations, etc.

# Consider changes to the design of future surveys that can increase response rate



- Survey design often presents a tradeoff between asking more or complex questions and generating fewer total responses
  - In our trial, we developed a long survey (18 questions) that allowed us to collect detailed information from the respondents who completed it.
  - We can see that many potential respondents dropped out when they reached the more intricate questions that we asked.
- For future surveys, consider incorporating the following design aspects:
  - Fewer questions<sup>1</sup>
  - Starting with a simpler question (e.g., multiple choice); leave harder questions for the end<sup>2</sup>
  - Incentives (e.g., lottery to win prizes)<sup>3</sup>
  - Highlight how an individual has benefited from a relevant service or program (to boost reciprocity to complete the survey)<sup>4</sup>

1. Ganassali, 2008; Sahlqvist et al., 2011; Fan & Yan, 2010

2. Liu, M., & Wronski, L., 2018

3. Quiggin, 1991; Sauermann & Roach, 2013; Laguilles, J. S., Williams, E. A., & Saunders, D. B. 2011

4. <https://www.bhub.org/project/boosting-survey-response-rates/>

# *Questions?*



# Appendix

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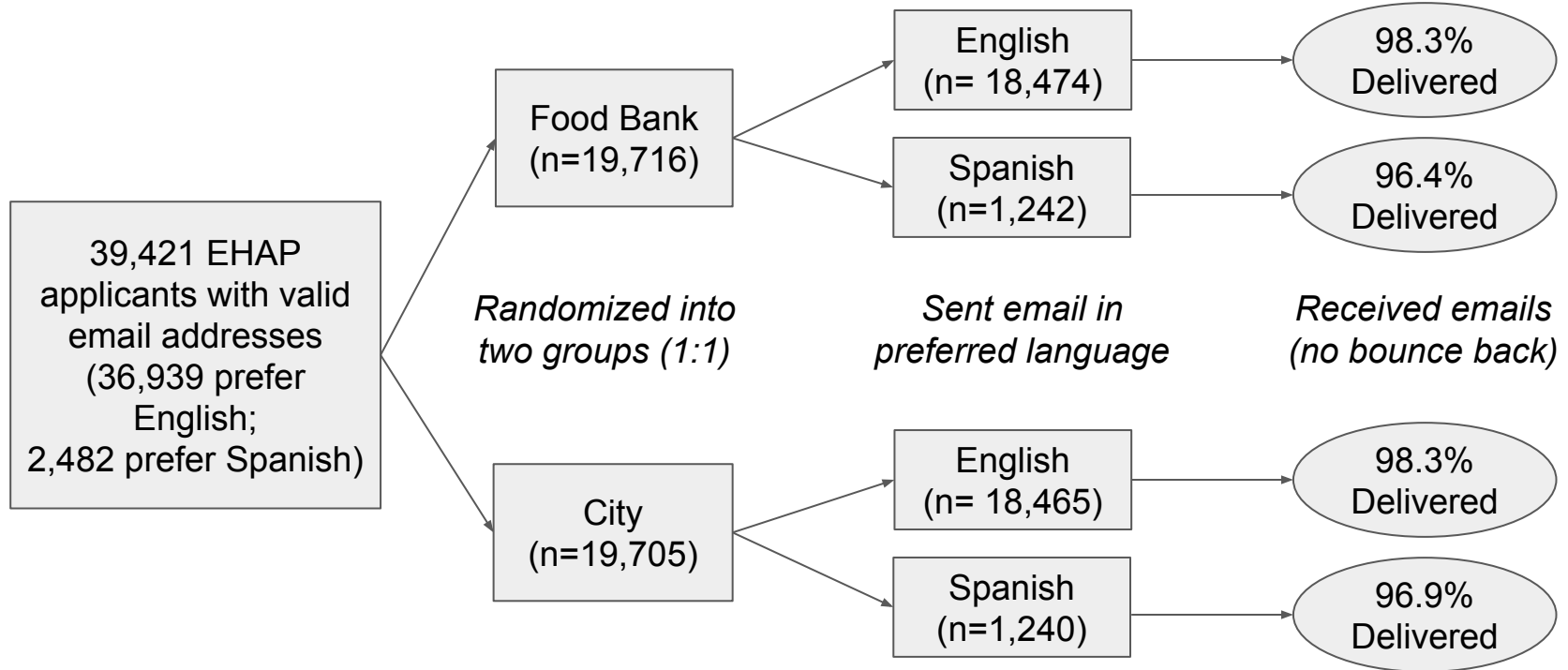




# *Appendix 1: Supporting materials for methods*



# Overview of study flow





# Behavioral science behind our email outreach

<b>Messenger effect</b>	<p>People give different weight to information depending on who communicates it to us, which is why we tested 2 messengers: City vs. Food Bank.<sup>1</sup></p> <p>The messenger effect is particularly important for low SES populations.<sup>2</sup></p>
<b>Appeal to ego</b>	<p>People are more likely to respond to requests that make us feel special and better about ourselves.<sup>3,4</sup></p> <p>The email opened with “You have been selected” and included language like “have your voice heard”.</p>
<b>Personalization</b>	<p>People are more likely to respond to information that is tailored to us.<sup>5,6</sup> The salutation (greeting) of the email used the recipient’s name (“Dear Maria”).</p>
<b>Simplification</b>	<p>People are more likely to act on a message if it is easy to understand.<sup>7</sup> We developed a clear call to action, “Take the survey” and used signposting to delineate two additional actions recipients could take.</p>

1. Wilson, E.J., Sherrell, D.L. (1993). Source effects in communication and persuasion research: A meta-analysis of effect size. Journal of the Academy of Marketing Science, 21, 101.

2. Durantini, M. R., Albarracín, D., Mitchell, A. L., Earl, A. N., & Gillette, J. C. (2006). Conceptualizing the influence of social agents of behavior change: A meta-analysis of the effectiveness of HIV-prevention interventionists for different groups. Psychological bulletin, 132(2), 212.

3. Boskovski, J., Wise, O. J., & Phillips, O. (2016, February 22). How can text messages encourage people to see a doctor?. Behavioral Insights Team.

<https://www.bi.team/blogs/how-can-text-messages-encourage-people-to-see-a-doctor/>

4. Dolan et al. MINDSPACE: Influencing behaviour through public policy. Available at: <https://www.instituteforgovernment.org.uk/sites/default/files/publications/MINDSPACE.pdf>

5. Newman, R.S. (2005). The cocktail party effect in infants revisited: Listening to one’s name in noise. Developmental Psychology, 41(2), 352–362.

6. Haynes, L., Green, D. P., Gallagher, R., John., O. & Torgerson, D.J. (2013). Collection of delinquent fines: An adaptive randomized trial to access the effectiveness of alternative text messages

7. Behavioural Insights Team (2014). [EAST: Four Simple Ways to Apply Behavioural Insights](#).

## City messenger - English language



Dear << Test First Name >>,

**You have been selected to tell the City of San Antonio how it can better serve you and your community!** The City is creating a new program to make it easier to access important city services. Have your voice heard and let us know how we can better provide services like job training, housing assistance, and healthcare to you and your fellow residents.

1. **Take a 5-minute, confidential survey** to tell us how you want the City to serve you and your community.

[Take the survey](#)

2. **Give your less digitally-connected family, friends, and neighbors a voice** by helping them complete the survey. Ask at least one person who did not receive this email (maybe they aren't online at all) and could benefit from improved City services to complete the survey with you.

[Help someone else complete the survey](#)

3. Click below to share the [survey](#) on your social media page!



[Share this email with a friend](#)

Thank you in advance for sharing your feedback.

Sincerely,

City of San Antonio, Innovation Team

---

City Hall San Antonio  
100 Military Plaza  
San Antonio, TX 78205

[Add us to your address book](#)

You are receiving this email because you recently shared your email with the City of San Antonio. To unsubscribe from this mailing list, [click here](#).

## City messenger - Spanish language



Estimado << Test First Name >>.

Ha sido seleccionado para informar a la ciudad de San Antonio cómo puede mejorar sus servicios para usted y su comunidad. La Ciudad está elaborando un nuevo programa para facilitar el acceso a importantes servicios de la ciudad. Hágase oír y díganos cómo podemos mejorar la prestación de servicios como capacitación laboral, asistencia para la vivienda y atención médica para usted y otros residentes.

1. **Complete una encuesta confidencial de 5 minutos** para decirnos cómo quiere que la ciudad le preste servicios a usted y a su comunidad.

[Responda la encuesta](#)

2. **Dé voz a sus familiares, amigos y vecinos con menos acceso a medios digitales**, ayudándoles a completar la encuesta. Pídale al menos a una persona que no haya recibido este correo electrónico (tal vez ni siquiera tenga Internet) y que podría beneficiarse de una mejora en los servicios de la ciudad, que complete la encuesta con usted.

[Ayude a alguien más a completar la encuesta](#)

3. Haga clic aquí para compartir [la encuesta](#) en sus redes sociales!



[Comparte este correo electrónico con un amigo](#)

Gracias desde ya por compartir sus opiniones.

Atentamente,

La Ciudad de San Antonio, equipo de innovación

El Ayuntamiento de la Ciudad de San Antonio  
100 Military Plaza  
San Antonio, TX 78205

[Add us to your address book](#)

## Food Bank messenger - English language



Dear << Test First Name >>,

**You have been selected to tell the City of San Antonio how it can better serve you and your community!** The City is creating a new program to make it easier to access important city services. Have your voice heard and let us know how we can better provide services like job training, housing assistance, and healthcare to you and your fellow residents.

1. **Take a 5-minute, confidential survey** to tell us how you want the City to serve you and your community.

[Take the survey](#)

2. **Give your less digitally-connected family, friends, and neighbors a voice** by helping them complete the survey. Ask at least one person who did not receive this email (maybe they aren't online at all) and could benefit from improved City services to complete the survey with you.

[Help someone else complete the survey](#)

3. Click below to share the survey on your social media page!



[Share this email with a friend](#)

Thank you in advance for sharing your feedback.

Sincerely,

The San Antonio Food Bank

---

San Antonio Food Bank  
5200 Enrique M. Barrera Pkwy  
San Antonio, TX 78227

[Add us to your address book](#)

You are receiving this email because you recently shared your email with the City of San Antonio. To unsubscribe from this mailing list, [click here](#).

## Food Bank messenger - Spanish language



Estimado << Test First Name >>,

Ha sido seleccionado para informar a la ciudad de San Antonio cómo puede mejorar sus servicios para usted y su comunidad. La Ciudad está elaborando un nuevo programa para facilitar el acceso a importantes servicios de la ciudad. Hágase oír y díganos cómo podemos mejorar la prestación de servicios como capacitación laboral, asistencia para la vivienda y atención médica para usted y otros residentes.

1. **Complete una encuesta confidencial de 5 minutos** para decirnos cómo quiere que la ciudad le preste servicios a usted y a su comunidad.

**Responda la encuesta**

2. **Dé voz a sus familiares, amigos y vecinos con menos acceso a medios digitales**, ayudándoles a completar la encuesta. Pídale al menos a una persona que no haya recibido este correo electrónico (tal vez ni siquiera tenga Internet!) y que podría beneficiarse de una mejora en los servicios de la ciudad, que complete la encuesta con usted.

**Ayude a alguien más a completar la encuesta**

3. Haga clic aquí para compartir la encuesta en sus redes sociales!



Comparte este correo electrónico con un amigo

Gracias desde ya por compartir sus opiniones.

Atentamente,

El Banco de Alimentos de San Antonio

Banco de Alimentos de San Antonio  
5200 Enrique M. Barera Pkwy  
San Antonio, TX 78227

[Add us to your address book](#)

Está recibiendo este correo electrónico porque recientemente compartió su correo electrónico con la Ciudad de San Antonio. Para darse de baja de esta lista de correo, haga clic aquí.

## Example survey question

### \* 2. City Programs

To what extent do you or people in your community need support to access the following city services?

*Please rate each need as high, medium, low support or no support is needed at this time.*



	High Support	Medium Support	Low Support	No support needed at this time
<b>Ticket Payments</b> (parking fees, code enforcement fines)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Parks Department</b> <b>Children's programs</b> (after school and/or spring break programs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Public Libraries</b> (obtaining a library card, checking out books, education services for youth, seniors, small businesses and professionals)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Garbage Collection</b> (obtaining carts, cart downsizing, recycling, brush/bulky items)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Early Education</b> (information about and/or enrollment support for HeadStart, Pre-K 4 SA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





# How we selected our model for analysis

---

- We used a **logistic regression**, which is BIT's preferred model specification for binary outcomes (e.g., yes vs. no, click vs. don't click) when the proportions are very small (<5%) or very large (>95%)
- We **stratified** random assignment to our two groups (City and Food Bank) to ensure we had relatively equal proportions of Spanish-speaking and Black residents in both groups.
  - Where possible, we reported our adjusted results that control for residents' language preference and race. Each graph indicates what covariates were used.
  - We conducted a **robustness check** to confirm that our results were consistent when controlling for other factors (e.g. council district, average median income, etc.).



# Rationale for adjusted (vs. unadjusted) analysis

---

- When you randomize a large sample, you shouldn't need to adjust (control) for participant characteristics because those characteristics are equally balanced across your treatment arms
- However, sometimes we want to do more to balance certain characteristics across groups. From the data participants provided in their EHAP application, we had access to rich demographic data about participants (e.g. gender, age, race/ethnicity, council district, average median income, etc.)
- In this case, we wanted to have a similar proportion of Spanish-speaking and Black residents in both treatment groups to achieve two goals:
  - Both groups were balanced across each treatment when we analyzed the difference between our two treatments for the full sample. This was particularly important because we believed outcomes for Spanish-speaking residents could systematically differ from English-speaking residents.
  - We planned to look at outcomes for these groups specifically and this gave us the greatest power to conduct this subgroup analysis.
- Because we randomized within these characteristics, we adjusted for this in our analysis. The results adjusted for language preference and race were very similar to those which included more demographic variables.

# Recap: Evaluation 2

## *Messengers to Boost Community Survey Participation*

**Research Question:** Which messengers are more effective at increasing survey engagement among residents?

### Treatment 1:

Email from COSA

### Treatment 2:

Email from a community partner

### Outcomes:

- **Primary:** Email open rates, survey open rates
- **Secondary & exploratory:** Survey completion (recipient), survey completion (others), survey link shares, email opt-out rates

## Implications for City Hall to Go:

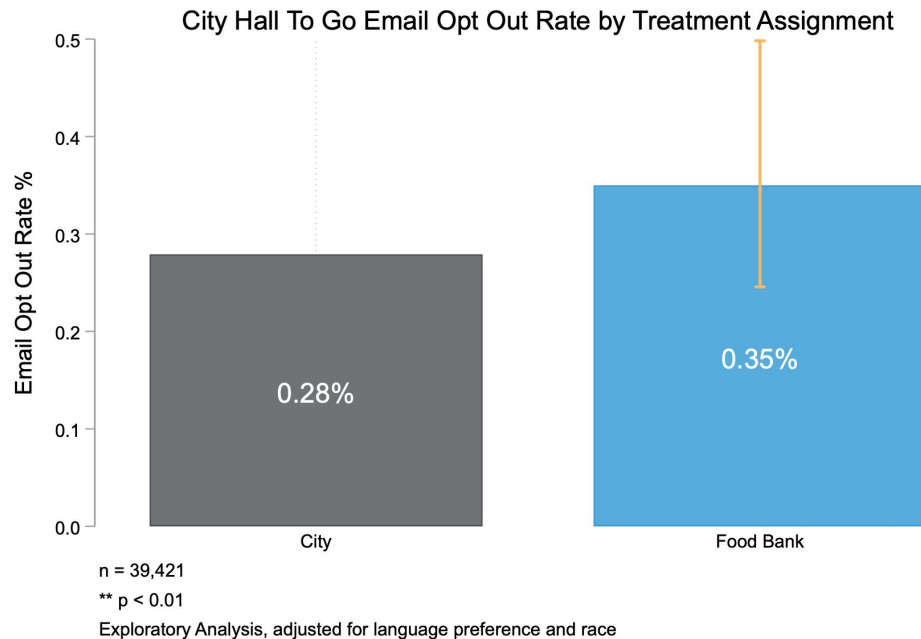
- Learn which messengers drive engagement with City surveys (or other City requests)
- Use survey responses to support the design of the City Hall to Go pilot
- Will inform the effectiveness of asking community members to connect us to less-connected residents



# Very few people opted out of future emails and there was no difference by messenger



- A total of 124 people (0.3%) in our sample unsubscribed
- Residents unsubscribed at similar rates for both messengers



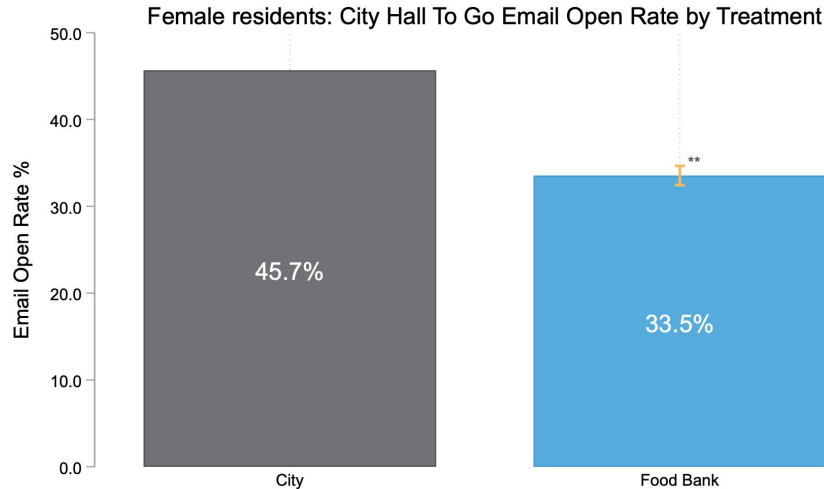


## *Appendix 2: Additional results for subgroup analyses*

# Female residents: outcomes mirror those for the overall sample



Open rates were higher among those who received email from the City

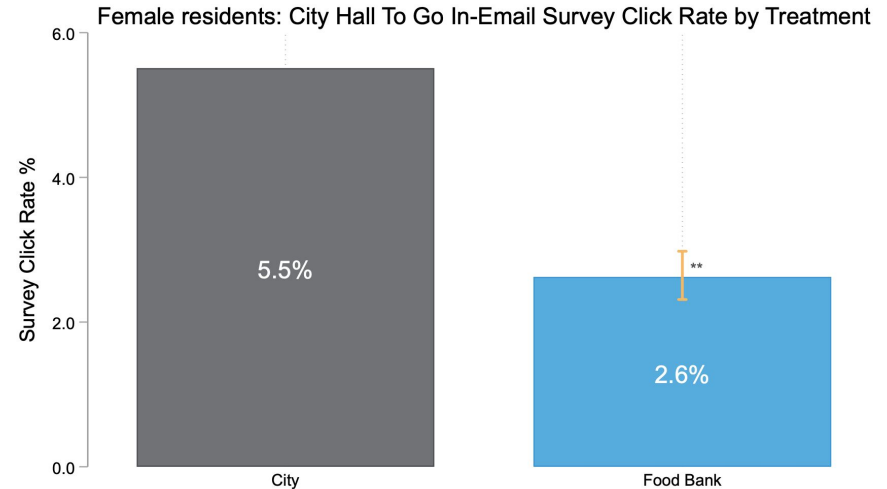


n = 26,484

\*\* p < 0.01

Exploratory Analysis, adjusted for race and language preference

Click through rates were higher among those who received email from the City



n = 26,484

\*\* p < 0.01

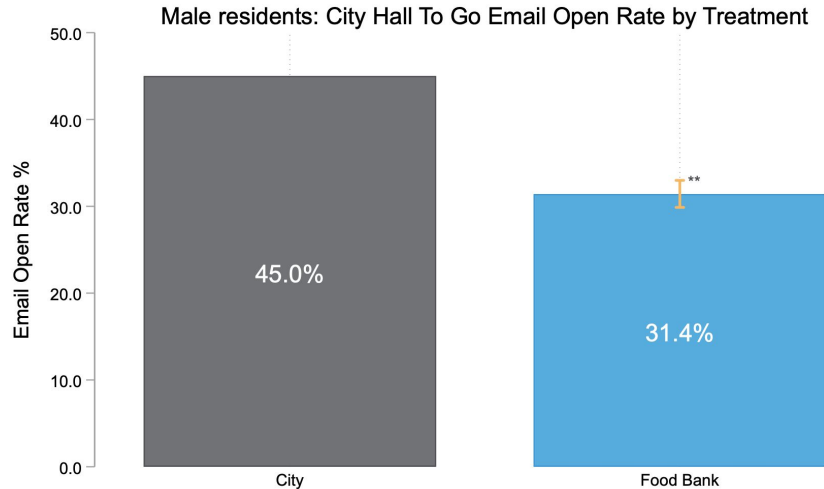
Exploratory Analysis, adjusted for language preference and race



# Male residents: outcomes mirror those for the overall sample



Open rates were higher among those who received email from the City

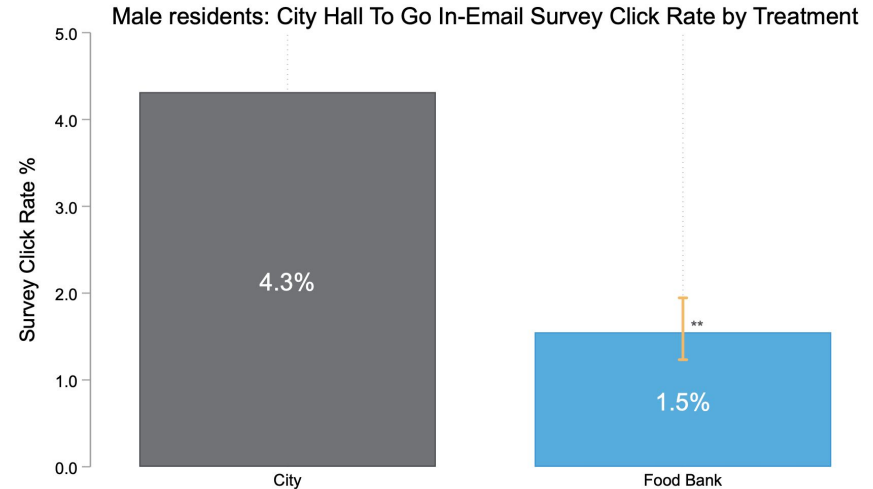


n = 12,842

\*\* p < 0.01

Exploratory Analysis, adjusted for race and language preference

Click through rates were higher among those who received email from the City



n = 12,842

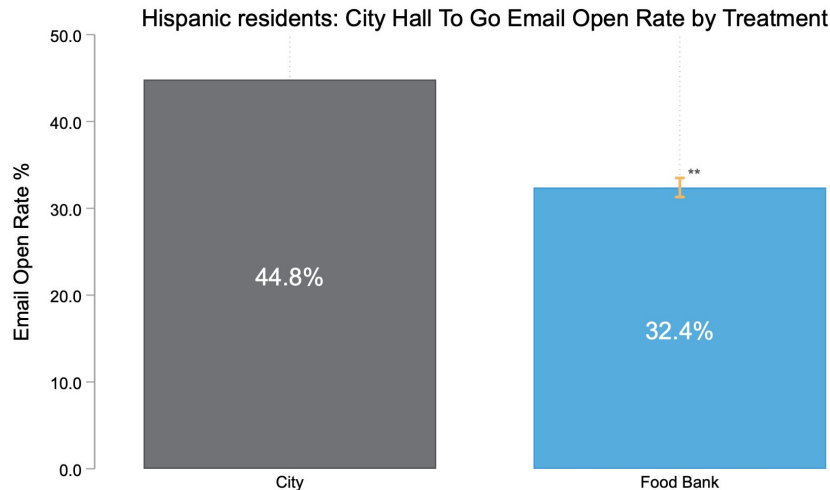
\*\* p < 0.01

Exploratory Analysis, adjusted for language preference and race

# Hispanic residents: outcomes mirror those for the overall sample



Open rates were higher among those who received email from the City

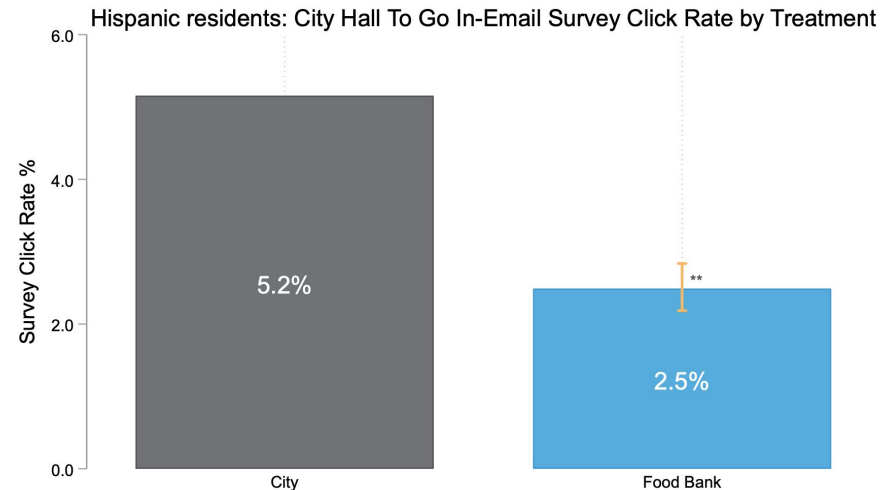


n = 26,448

\*\* p < 0.01

Exploratory Analysis, adjusted for language preference and race

Click through rates were higher among those who received email from the City



n = 26,448

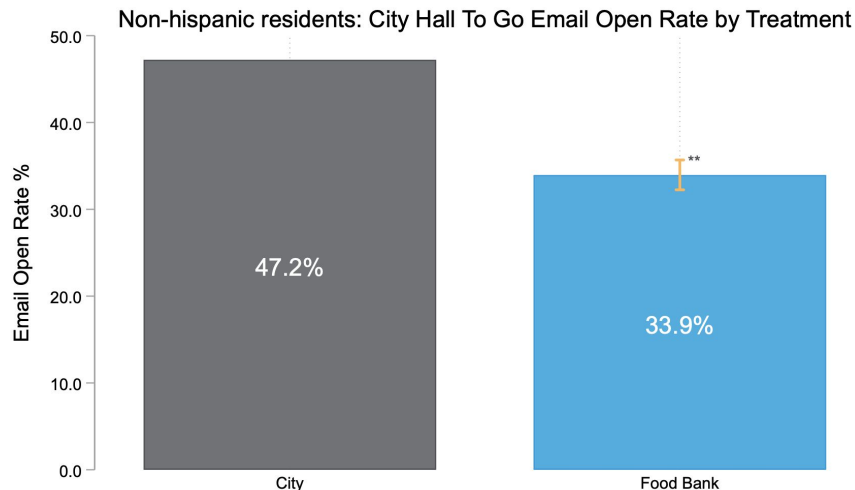
\*\* p < 0.01

Exploratory Analysis, adjusted for language preference and race

# Non-Hispanic residents: outcomes mirror those for the overall sample



Open rates were higher among those who received email from the City

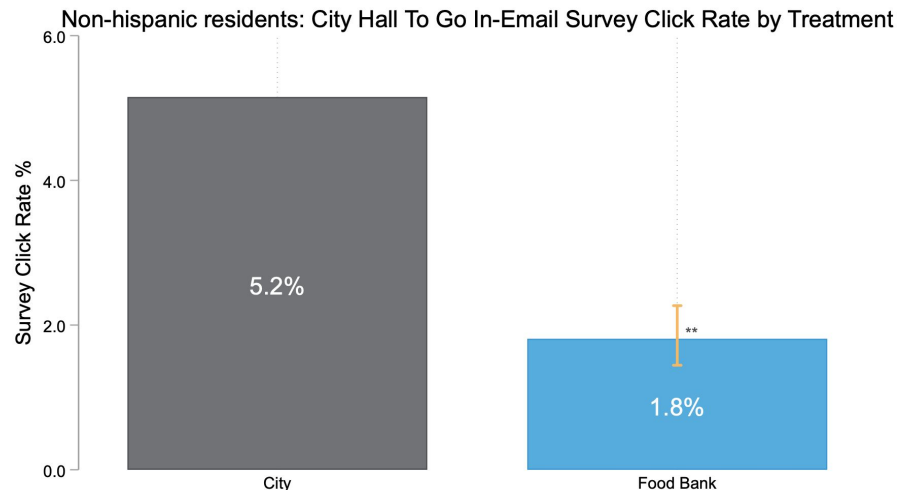


n = 11,086

\*\* p < 0.01

Exploratory Analysis, adjusted for language preference and race

Click through rates were higher among those who received email from the City



n = 11,086

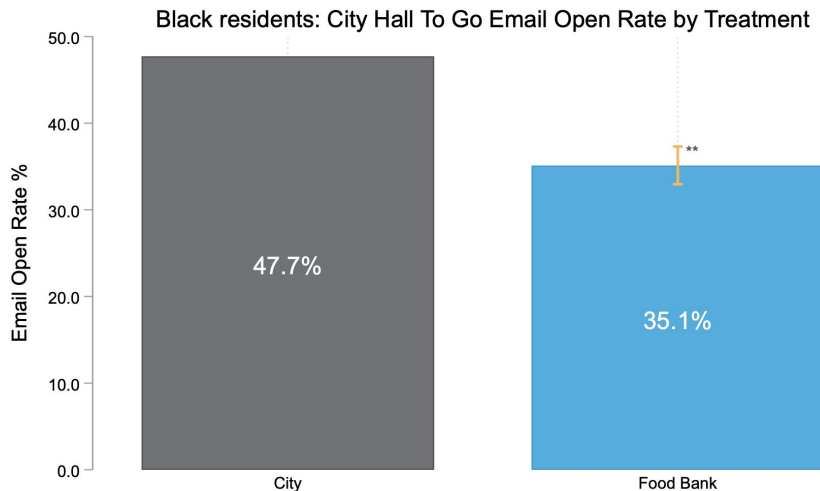
\*\* p < 0.01

Exploratory Analysis, adjusted for language preference and race

# Black residents: outcomes mirror those for the overall sample



Open rates were higher among those who received email from the City

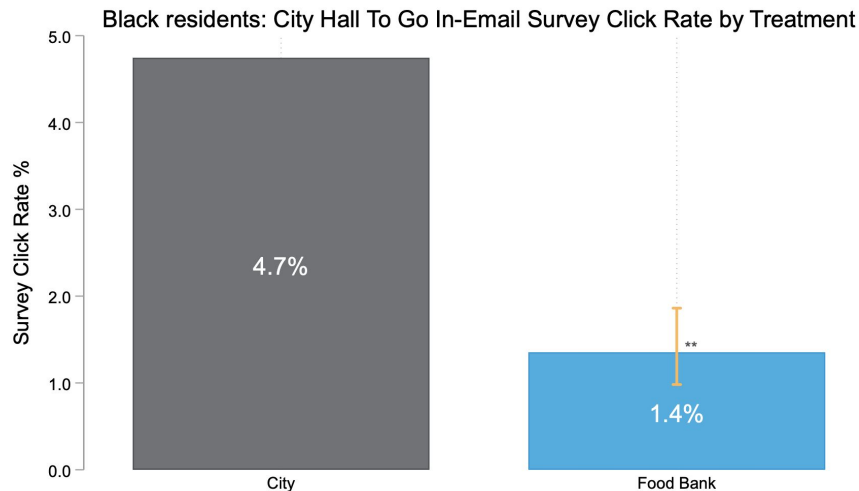


n = 7,085

\*\* p < 0.01

Exploratory Analysis, adjusted for language preference

Click through rates were higher among those who received email from the City



n = 7,085

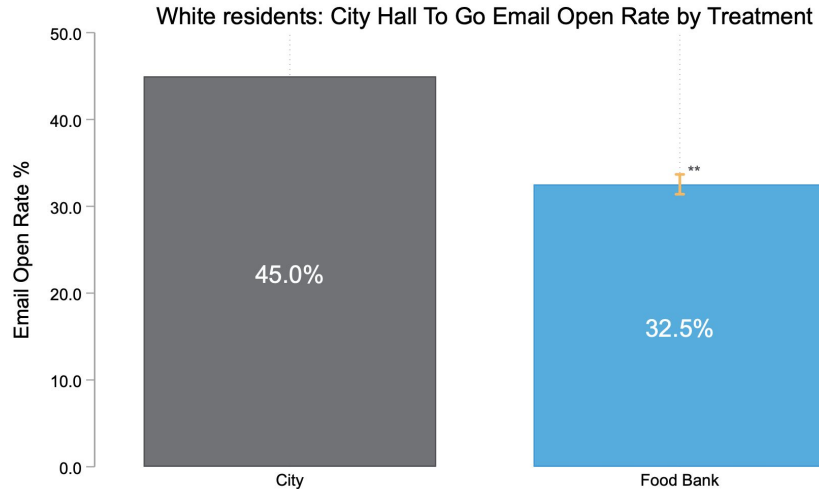
\*\* p < 0.01

Exploratory Analysis, adjusted for language preference

# White residents: outcomes mirror those for the overall sample



Open rates were higher among those who received email from the City

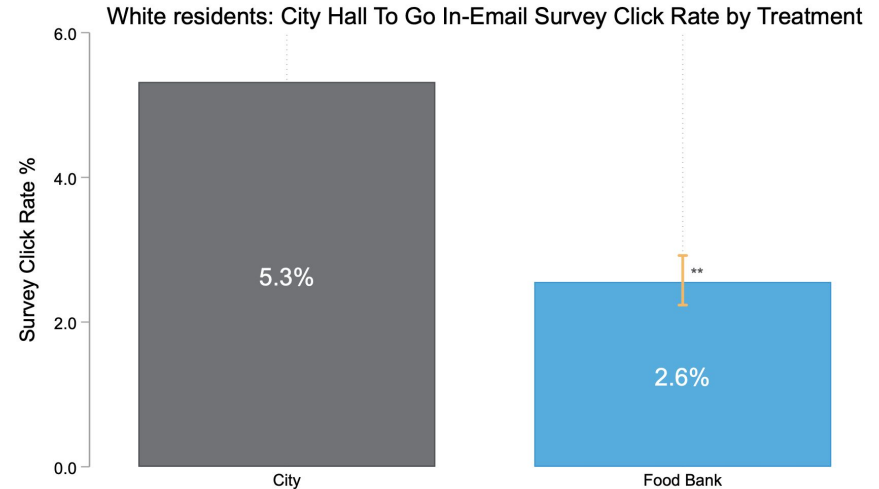


n = 24,499

\*\* p < 0.01

Exploratory Analysis, adjusted for language preference

Click through rates were higher among those who received email from the City



n = 24,499

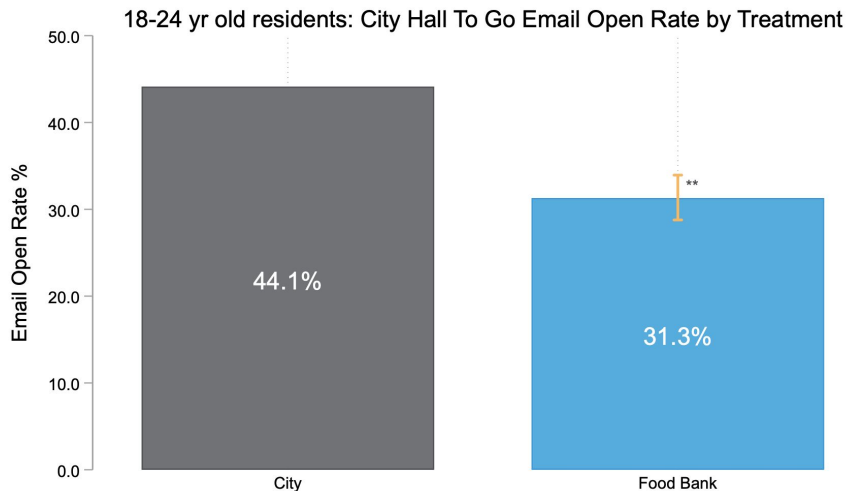
\*\* p < 0.01

Exploratory Analysis, adjusted for language preference

# 18-24 year old residents: outcomes mirror the overall sample, with lower click through rates



Open rates were higher among those who received email from the City

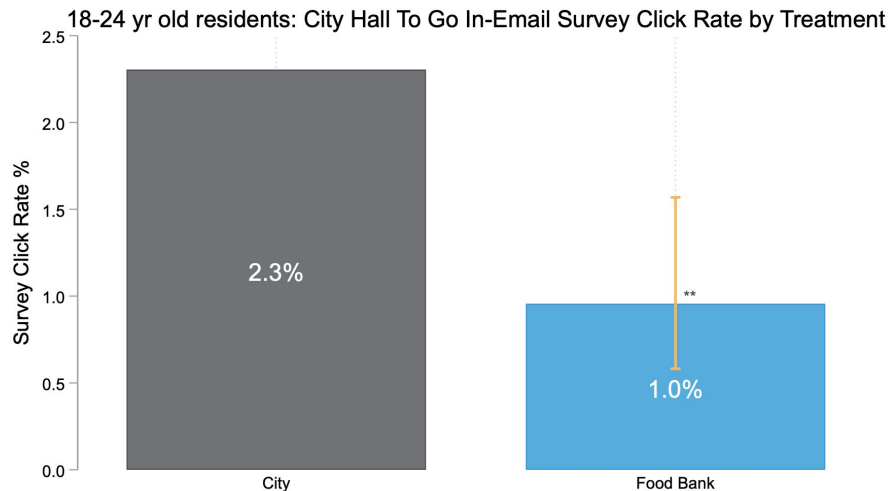


n = 4,648

\*\* p < 0.01

Exploratory Analysis, adjusted for language preference and race

Click through rates were higher among those who received email from the City



n = 4,648

\*\* p < 0.01

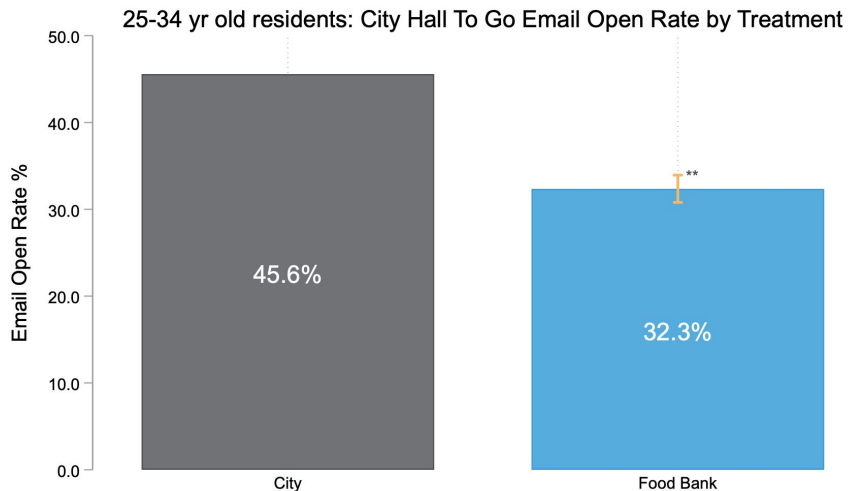
Exploratory Analysis, adjusted for language preference and race



# 25-34 year old residents: outcomes mirror those for the overall sample



Open rates were higher among those who received email from the City

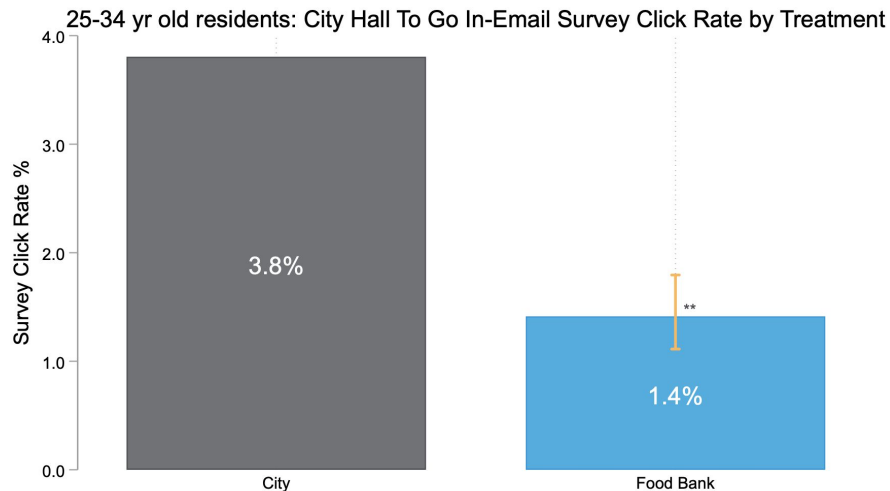


n = 12,841

\*\* p < 0.01

Exploratory Analysis, adjusted for language preference and race

Click through rates were higher among those who received email from the City



n = 12,841

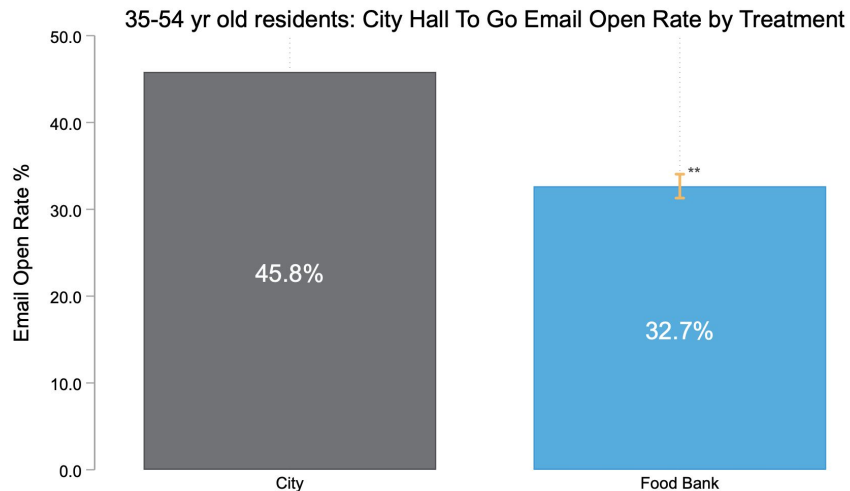
\*\* p < 0.01

Exploratory Analysis, adjusted for language preference and race

# 35-54 year old residents: outcomes mirror those for the overall sample



Open rates were higher among those who received email from the City

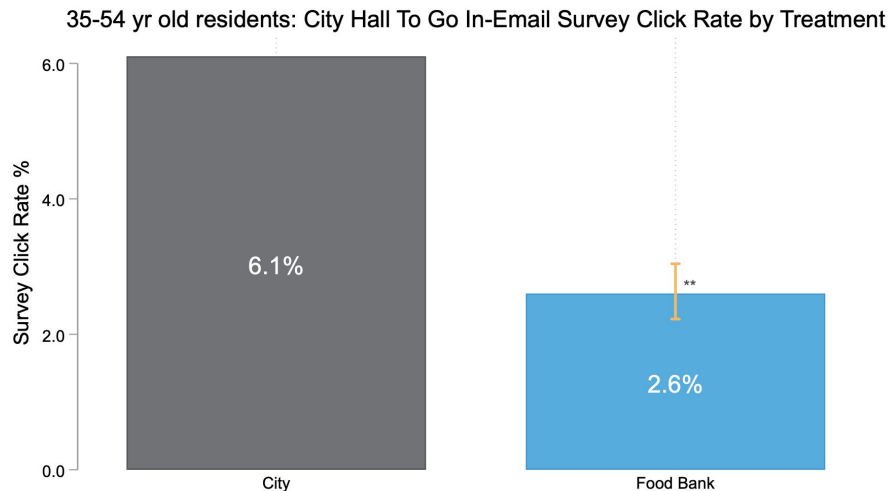


n = 16,963

\*\* p < 0.01

Exploratory Analysis, adjusted for language preference and race

Click through rates were higher among those who received email from the City



n = 16,963

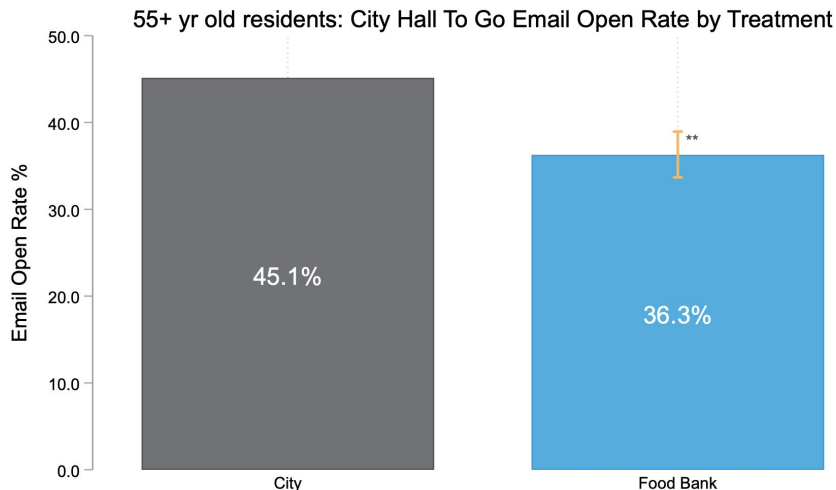
\*\* p < 0.01

Exploratory Analysis, adjusted for language preference and race

# 55+ residents: outcomes mirror the overall sample, with the highest click rates by age group



Open rates were higher among those who received email from the City

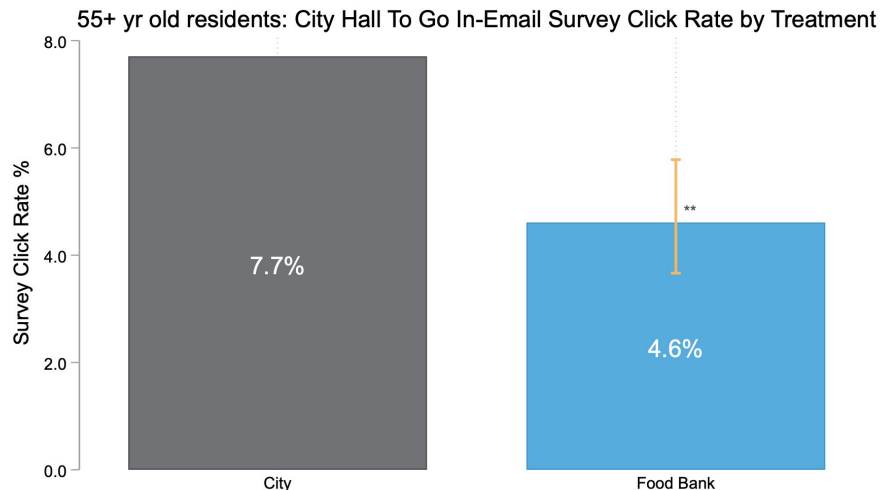


n = 4,969

\*\* p < 0.01

Exploratory Analysis, adjusted for language preference and race

Click through rates were higher among those who received email from the City



n = 4,969

\*\* p < 0.01

Exploratory Analysis, adjusted for language preference and race

# Summary of sample demographics: EHAP applicants who were sent emails and survey respondents



- We collected self-reported demographic data from residents who responded to the “City Hall to Go” survey
- To preserve the anonymity of survey respondents, survey responses cannot be linked to EHAP data or email open and click rate data from Mailchimp.

*\*Respondents could select “Prefer not to answer”, so totals may not add to 100%*

		EHAP applicants who were sent emails (n=39,421)	Survey respondents (n=739)
Gender	Female	67%	73%
	Male	33%	24%
	Other	0.1%	0.4%
Ethnicity	Hispanic	67%	64%
	Non-Hispanic	28%	30%
Race	White	62%	53%
	Black	18%	16%
	Other	13%	21%
Age	18-24	12%	4%
	25-34	33%	24%
	35-54	43%	52%
	55+	13%	20%